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H. V. A. CO. INC.

New England Plants

Grown and
For Sale by

C. S. PRATT

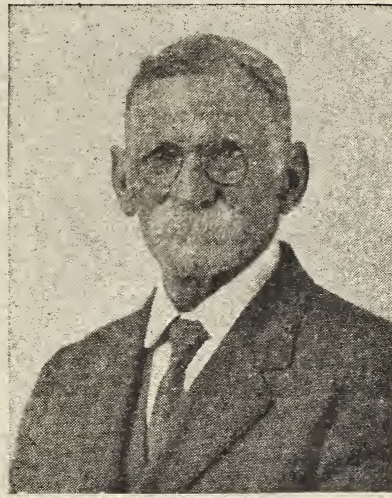
Athol, . . . Mass.

A Whole Lifetime in the Plant Business

C. S. Pratt, 1870



Strawberry Pratt, 1924

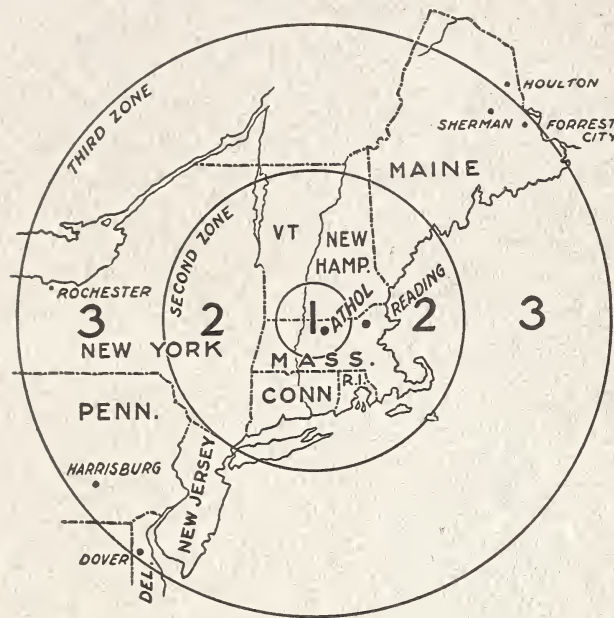


One that has always looked on the Sunny Side of Life. An Optimist is like a blind man in a dark cellar without a light, looking for a black cat that is not there.

"O, Strawberry Pratt may have come through the mill,
But Strawberry Pratt is an optimist, still!"

SPRING, 1924

Since I commenced the Plant business there have been put onto the market 2718 varieties of Strawberries and new ones are coming out each year. I have gone over the long list year after year, adding to and discarding until I have a list that cannot fail to do well. I believe that the **First Quality** is the finest family berry, **Howard** the best market berry and **Peerless** the best ever-bearing.



DO YOU LIVE INSIDE THESE CIRCLES ?

All plants in dozen, hundred or five hundred lots will be delivered to your post-office, postpaid by parcel post, only in 1st, 2d and 3rd Zones from Athol. When you buy Plants of me you know just what they will cost at your place. No express charges which are higher than last year. Better have your Plants sent via Mail.—Get them quicker and cheaper

ATHOL, MASS., is the Hub of the Best Strawberry Growers in the United States. We have the markets at our very doors. Why, in the State of Massachusetts alone there are one hundred cities and towns with a population of 5,000 and over.

The 3rd zone takes in all of N. E. States, except the Northern part of Aroostook County, north of Houlton, Me., and nearly all of New York State. Ask your post-master what Zone you are in from Athol, Mass.

One hundred Plants weigh four pounds, and if sent by Parcel Post to the 4th Zone would cost you 7c extra, and to the 5th Zone 14c extra. Five hundred Plants weigh 20 pounds, and if sent to the 4th Zone would cost you 14c extra; to the 5th Zone 80c extra. **UNDERSTAND, I pay the Postage in the 1st, 2nd and 3rd Zones from Athol.**

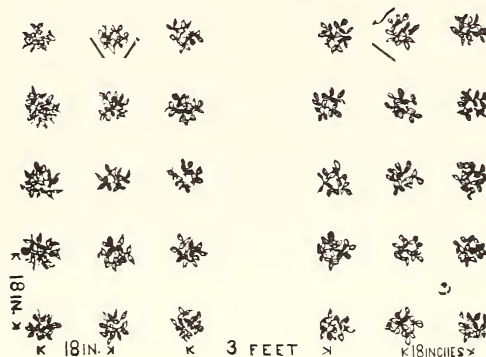
We never ship Plants C. O. D. to any one, nor do we book orders and reserve Plants unless one-third of purchase money is paid down when the order is sent.

Forty-seven years I carried on the Plant Business in Reading, Mass., within 12 miles of Boston. Seven years ago I came up to Athol, 83 miles from the Hub. I expected to lose some of my old trade, but to my surprise, I have not lost one customer.

If a man can write a better book, preach a better sermon, or make a better mouse-trap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door.—Emerson.

We give a cut of a very excellent plan of setting plants to be grown by hill system. The plants are set in rows, 18 inches between them, and the same distance apart in the rows. Then a space of three feet is left for horse cultivation, and three rows of plants as before. There is a great advantage in hill culture over the matted row system, where fine berries are in demand. Planted in this manner it will take 14,520 plants to set an acre. Should the plants yield under **high culture**, a quart to each plant, which has been done time and again, and the berries command only 20 cents a quart (a low price for extra nice fruit), the yield in money value would support a good sized family and have something left. Always use high culture and plenty of **manure** and water with the hill system.

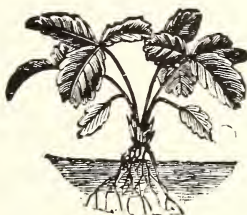
Grow extra fine fruit where there is a demand for it. Where there is only a market for low-priced fruit, the matted row will answer. You will have quantity at the expense of size and quality. I am going to set an acre of Cooper just for fruit next season.



THREE WAYS OF SETTING A PLANT



Planted Too Deep



Planted Too Shallow



RIGHT WAY

Be sure and press the soil firmly around the roots so that you can take hold of one leaf and pull it off without disturbing the plant. There are more plants lost by improper setting than by any other one cause. Do not, under any circumstances, allow the plants to fruit the first year they are set out; when they are well blossomed out go over the bed and pull all the buds and blossoms off, as it is all the plants can do the first season to make runners and get ready to fruit the next year. The first three commandments in successful fruit growing are:

Thou shalt not use poor plants.

Thou shalt not set plants carelessly.

Thou shalt not use ground until well fertilized and thoroughly prepared.

Our plants are the highest standard reached. It is useless to look further, for better plants cannot be found.



We guarantee all plants furnished by us to be found true to name, delivered in good condition when shipped.

We do not guarantee stock to grow, or results in any way. No complaint will be entertained that is not made immediately upon receipt of stock.

There are so many causes for failure over which we have no control that we can assume no responsibility after stock is delivered in good order. Poor soil, unfavorable weather, ignorant or careless culture—all contribute to failure and are beyond our control.

The best time to set plants is when the soil will crumble behind the plow. Set as early as you can; work the soil. One of the best crops of berries I ever got was taken from a bed that was set the 30th of May; it was wet land and could not be set sooner. You can set strawberries any day in the year but Sunday if the ground is not frozen.

The Cooper is some STRAWBERRY or Strawberry Pratt is some liar.

I have people write me every season wishing me to tell how to do this and how to do that. I simply have not the time to do that sort of thing. Now, if you have a family of six persons I would advise you to set at least 200 Plants. It will take about four hours' of time to set them and take care of them for the season. If well taken care of they ought to produce 200 quarts of berries, worth at least 20 cents a quart—there is \$40 for your four hours' work.

Some want to know how much Fertilizer I use to the acre, and what brand. I sometimes use 600 pounds of fine ground bone and 400 pounds of tankage per acre. I buy it from C. S. Page, Hyde Park, Vermont. It costs

\$25. Last year I used on some of my ground a ton of Bowker's Top Dressing to the acre. It cost \$49 per ton. There is not much difference in the expense.

Don't let the plants fruit the year they are set, except the Everbearing varieties—these you keep all the blossoms picked off until July 1st, then you let the fruit set if you wish fruit in the Fall.

Strawberry Plants should be set in rows 42 inches apart and 15 inches in the row—9956 plants to the acre.

Raspberry Plants six feet by three feet—2420 plants to the acre.

Blackberry Plants, seven feet by three feet—2074 plants to the acre.

Some men are like a shot gun that scatters without much force in any one spot. Others are like the rifle that sends the bullet straight to the Bull's Eye. *Cooper is the Bull's Eye for you to hit.*

It is the Strawberry you set this Spring that determines how much money you make. It is everybody's privilege and duty to set the *Cooper NOW*.

You have taken the trouble to turn this page upside down, to read this notice! Now, Gentle Reader, you may turn the Catalogue around and read all that is said about the COOPER STRAWBERRY.

Don't be an average strawberry grower.

Don't be an average in anything.

Don't stay in the average class.

An average man never rises above the level of the masses. Buy the best and grow them in the best way and get the best prices and enjoy the strawberry business and make money.

Lincoln was sued for killing a dog by jabbing a pitchfork into him. He told the judge that the dog had attacked him. "Why didn't you use the other end of the fork?" asked the judge. "Why didn't the dog come at me with the other end?" said Lincoln.

You have a dollar, I have a dollar. We swap. Now you have my dollar and I have yours. We are no better off. You have an idea, I have an idea. We swap. Now you have two ideas and I have two. That's the difference.

I have the idea that if you buy the *Cooper Strawberry* of me this Spring you will make

money. We both will make money. It never pays to sell a thing you don't believe in. Don't try to sell something to a man unless you think he will get a good return for his money. If he does not, he will always be thinking of the time he lost out on a deal with you—And it is going to hurt you sure as fate.

Mr. C. S. Pratt, Athol, Mass.,

Dear Mr. Pratt:—

I wish to let you know that the Strawberries and Victory Plants arrived Saturday P. M., in fine condition. Now, I suppose that most people are quick to let you hear from them if there is a chance to find fault, but it seems to me if one wants to play fair he ought to be just as ready to "speak up" when all things are right, just right.

I wish to say to you that I think it would just be impossible for any one to grow finer looking plants than the ones just received.

We are in hopes to be able to set 100 Blk. Berries next fall and you can rest assured that Strawberry Pratt will get the order.

Wishing you great success and thanking you for your promptness in filling the order and the fine plants, I am,

Very truly yours,

Milford, N. H., May 14, 1923.

F. W. Keech.

Keep on the Sunnyside — But Don't Stay There Alone.

Listen ! I Sell Plants

But I don't want you to send me an order because of any misapprehension, so I'll tell you something:

My collection is not the largest in the world.

My soil is not the best in the United States adapted to growing Plants.

I am not the only grower from whom you can obtain good stock true to name.

My prices may not be the lowest in the country.

Nevertheless I am in business to succeed and realizing that to be successful I must get and keep the good will of my customers and to do so have adopted the following policy:

To give my customers Prompt, Cheerful and Careful attention.

To not disappoint them in any way, but render such service that every customer will become an enthusiastic booster (see testimonials printed in my catalogue).

I will endeavor to produce the best of stock and sell it at a fair price.

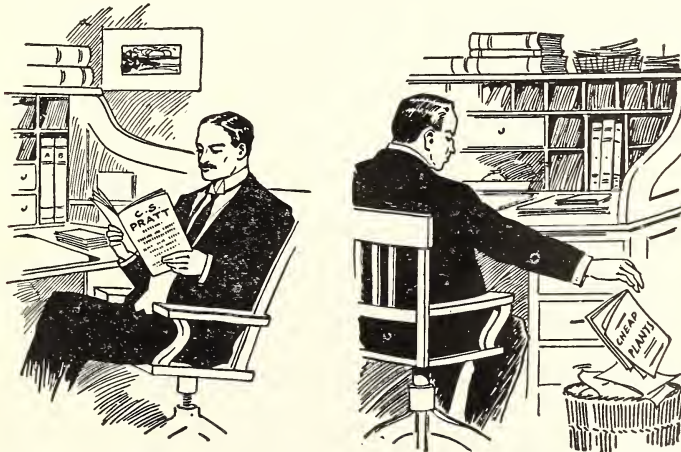
I will not sacrifice quality for profit. What are a few dollars compared with the pleasure—satisfaction—happiness of feeling that I am giving pleasure to an ever-growing army of customers and that my efforts are appreciated as is shown by my rapidly increasing business.

FIFTY-FOUR years ago I set out my first strawberry bed—one-fifth of an acre. How proud I was of it! Took more delight in it than a cat does with her first litter of kittens. My neighbors gave me lots of free advice—frankly told me that I would make more money to lay it down to grass. Next June I picked my first crop and retailed my first berries for 50 cents a quart. Got 980 quarts that season which returned me \$280. Mr. Know-it-all that advised me to grow grass hid behind the lighthouse.

I then leased three acres of low land too wet to grow strawberries on and lost money as easily as a man slides down a toboggan chute. The next move I made I leased very light, dry land, and lost again. I then leased twenty acres of low land near the Ipswich River, but the land was not wet but a frosty location. I set eight acres and the next year I set seven more, and that year we had a late spring-frost that injured my berry crop very much. The next season I had fifteen acres to fruit, with a prospect of having 50,000 quarts of berries. The first week in June it was a sight good for sore eyes to see such a

fine prospect for one that had the hard rubs. Well, didn't I feel rich! No one felt better than I. Then wicked Jack Frost came along again to vex me; said I was getting too big for my boots, and he proposed to take me off my high horse. Well, he kept his word. The morning of June 6, after my beds were all through blooming and the fruit set, he lit on me hard. The glass stood at sunrise six degrees below freezing. I knew it was all day with me—prospects blasted. I was sick at heart and blue as a whetstone. Had a touch of the bouble-breasted horrors.

I was \$2,000 in debt, with all prospects of paying gone. I got 6,000 quarts. My creditors lit on me like June bugs. I let them have all there was to have, and then I was down and out. I never ought to have done it. I ought to have gone through bankruptcy, but I was too conscientious and too honest to do that. Most people would have thrown up the sponge and abandoned strawberry growing, but I never was built that way. I never like to throw up things. I had grit, so I threw my hat into the ring, as the FAMOUS BULL MOOSE SAID.

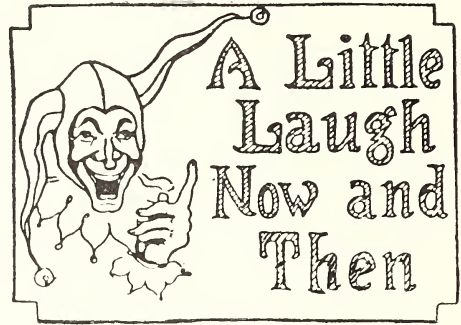


A cheap article is seldom good, and a good article is never cheap. It is not what you pay for what you get, but what you get for what you pay.

THE VALUE OF LAUGHTER

Laughter tends both to brighten and prolong life.

There was once a sick woman that the doctors said would have to die. She had heard of the laughter cure, so she found a few jokes and laughed at them. She told them to her children at noon and they laughed, and at night she told them to her husband, and he laughed with the others. The children told other children the same jokes and they laughed, and the latter carried the laughter jokes to their homes and their folks laughed. It did the work. The sick woman laughed herself back to health. Then she went out and laughed at the doctors.



"Smile!" commanded the photographer. You look too mournful."

"But, I'm going to use this in my business advertising," the subject protested.

"Well, don't you think it would be better for your business if you didn't look so solemn?"

"No," was the surprising reply. "Who in thunder would hire a grinning undertaker?"

SMILE kind while you smile — another smiles and soon there's miles and miles of smiles, and life is worth while because you *SMILE*.

YOU might tell the public all the most wonderful truths in the world and they wouldn't give you enough to buy a postage stamp. But if you can make them laugh they will smother you with riches. Charlie Chaplin, who was a little London Jewish slum urchin, had a funny way of walking and he has cashed this faculty in for millions of dollars.

"I like cheerfulness. I admire any one who sings at his work."

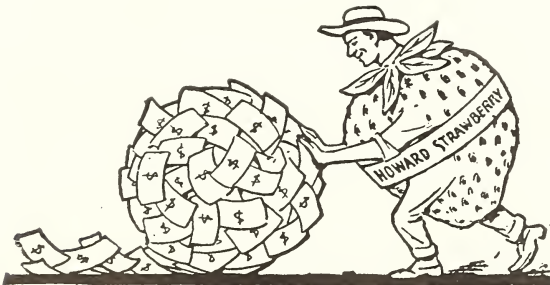
"How you must love a mosquito."

Laugh and the world laughs with you, Weep and you weep alone;

For the sad old earth has need of your mirth; it has sorrow enough of its own!

Don't dwell in the shadows. Don't ever be on the lookout for storm clouds and tempest. Make this Old World brighter by your being in it. Get on the Sunnyside of Life. Keep on the Sunnyside. Always on the Sunnyside.

SUNNYSIDE, STRAWBERRY PRATT.



He will do this for for if you will employ him.

Work out your own plans for success—no one else can do it for you, and you can't succeed without a success plan, any more than a carpenter can build a house without a house plan.

Mr. C. S. Pratt, Athol, Mass.,—

Dear Sir: —

Since writing you regarding my small order for Gladioli Bulbs I have received both shipments you made. I owe you one dollar, which I enclose herewith. It is a pleasure to do business with an honest man. Thanking you for the prompt attention,

Yours truly,

New Haven, Conn., May 19, 1923.

E. C. Sloane.

Hardy Hydrangeas

Two Years Old, 50 cents each. Extra strong stocky plants.

PEERLESS (S) EVERBEARING STRAWBERRY

The finest Fall Bearing Strawberry on the Market by all odds. Very large and handsome; firm, and a splendid market berry. Better than the Howard 17; very much firmer; not as large, but large enough. It will give a good crop in August if set in the Spring, and next year in June it will throw out the berries to beat the band. Berries hang on vines like cultivated cranberries. It colors fine; a darker berry than the Howard 17.

25 Plants \$1.00.

100 Plants \$2.50

SENATOR DUNLAP (S)

An enormous cropper; berries rather small; one of the best for canning and for ice cream men.

25 Plants 40 cents.

\$1.25 per 100.

\$8.00 per 1,000

\$50.00 in Gold

to the Four Parties Raising the Largest Number of Quarts of Strawberries in 1925

FROM 100 COOPER PLANTS BOUGHT OF ME DURING THE SPRING OF 1924:

To the one who raises the largest crop	\$20.00
To the one who raises the 2nd crop	15.00
To the one who raises the 3rd crop	10.00
To the one who raises the 4th crop	5.00
	\$50.00

The money will be paid October 1, 1925.

100 Plants will give a family of four all the berries they would require.

RULES AND REGULATIONS FOR THE CONTEST

You may grow them any way you wish, hill culture, matted row or any old way. The price you receive for the fruit does not count; I simply want the yield in quarts. A good photograph of the patch must be taken during the picking season and must accompany your report, also giving mode of culture, and the amount of manure and fertilizer used. I reserve the right to use the photograph in my future catalogues.

I am not, and never have been, in the Berry Business purely for money. The Strawberry lives with me, and I am anxious to have it live with you; just as anxious to help you to grow it and help you to use it.

Ships sail East, and Ships sail West,
By the very same winds that blow;
It's the set of the sails,
And not the gales,
That determines where they go.

It is the same in the Strawberry Business. Plant the Cooper and enter the Golden Gate.

I Shall Set More Cooper Plants This Spring than I do Howard 17—so you can see what I think
of them.

Allston, Mass., May 30, 1923.

Mr. C. S. Pratt.,
Sunnyside Fruit Farm, Athol, Mass.,

My Dear Sir:—

We have received the three barrels of Plants. I am greatly pleased with them. They certainly are the best plants I ever saw shipped. They are in fine condition.

Yours truly,

Wm. S. Kelsey.

HOWARD 17

The Plants of HOWARD 17 are the healthiest of any I have ever seen. No rust or leaf spot on them. In plant growth, faultless. The blossoms are large and *perfect and rich in pollen*. The berries begin to ripen medium early, continue a long time and hold up in size remarkably well. The first berries to ripen are wedge-shaped, soon becoming conical, typical shape conical. It is a firm berry and therefore a good shipper. Color, rich red, with a fine gloss. There is no berry that is more beautiful or of finer quality. The only fancy berry that is a "Business Berry." All the other fancy varieties are shy bearers. The HOWARD has all the good qualities of the others combined with heavy production. In size it is among the largest grown, averaging larger than either the Gandy or Chesapeake. If it has any choice of soil I do not know it, and I believe it will do well on any soil that any other variety will. Some growers claim that the PREMIER and HOWARD 17 are one and the same. I think there is something rotten in Denmark. The HOWARD

17 was grown and the fruit sold in the Boston market 12 years before the PREMIER was heard of.

When the berry was put on the market by C. E. Chapman I bought more Plants than all other Plant Men in the country, and have done more than any other grower to introduce it. If you buy Plants of either C. E. Chapman or C. S. Pratt you are sure of getting the Pure Howard 17.

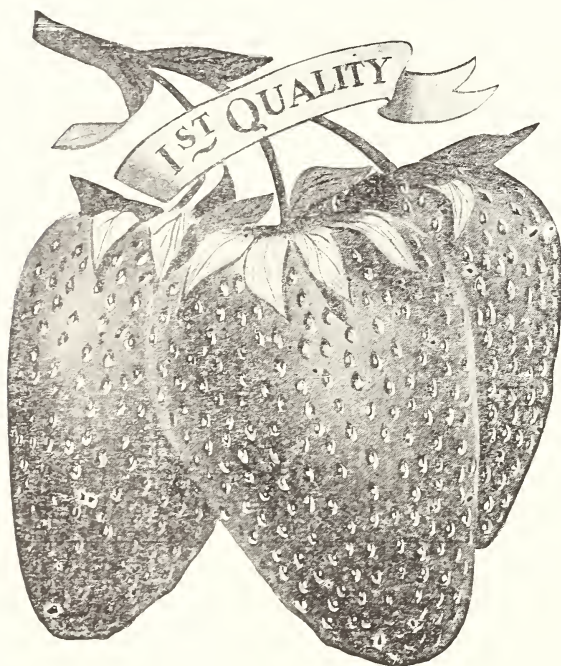
Whoever you buy your Plants from this Spring, you want to be sure you get the pure thing. If Mr. Chapman sold plants to Mr. Smith, and he sold to Mr. Davis, and Mr. Davis sold to Mr. Jones, would you think it wise to buy your plants of Jones, after they had passed through so many men's hands. Why don't you get them from one who KNOWS that his Plants are Pure. I guarantee all of my Plants. I sell only Pure Howard 17.

I stand back of my Plants, and there are 53 years of square dealing that is back of me.

25 Plants 50 cents. 100 Plants \$1.25 500 Plants \$4.50. 1,000 Plants \$8.50, via Parcel Post

Anyone selling Howard 17 for less money this season must be hard pushed for money.

1st Quality Strawberry



(S) Great cropper, fine shape and colors well. This is the berry for your own use. Too good to sell, but just right to give one's best friends. We have never heard of a person who did not immediately become enthusiastic over the 1ST QUALITY. There is something—that indescribable something—about the flavor that completely captivates the taste. And it is a flavor that grows in favor with every berry eaten. No one ever seems to tire of it. Always a treat when you are ready to eat. The more I see of this berry the better I like it. **There is not a berry in existence that will begin to throw out the number of quarts from the same amount of ground as this will. The second year's fruiting the fruit will be nearly as fine as from a new bed.** I have taken a bed of this variety after the first crop had been picked and run a mowing machine over the bed and then gone over it with a wheel harrow three times, until you could hardly see anything but dirt—hardly a plant in sight, and inside of three weeks had as fine looking bed as one would wish to see, and no more work done on it, not even covered up for the winter, and the next season harvested a bang-up crop. Now a variety that will do that is worth growing.

**25 Plants 40c. \$1.25 per 100. \$5.00 per 500.
Postpaid. \$8.00 per 1,000**

North Springfield, N. H., April 30, 1923.

Mr. C. S. Pratt:—

I know you will be glad to hear from the Plants you sent me. They came in fine shape and are good, stocky plants. Got some from two other places and yours are the best.

Respectfully yours,

Fred S. Hinman.

THE COOPER—BIG IN SIZE BIG IN YIELD

In the *Cooper* we offer strawberry growers the variety they have tried so hard to find. A big berry that is productive and possesses all other necessary features to make it a profitable variety to grow. In fact it is all that can be desired and growers who have fruited the *Cooper*, say they will not grow any other variety.

SEEING IS BELIEVING

We wish it had been possible for every one of our readers to have seen our trial plot of *Cooper* during the last season. It was a wonderful sight. Big, strong, healthy vines.

If you are satisfied with ordinary strawberries you do not want the *Cooper*; it is out of the ordinary class. A big producer of fancy berries that will bring your own price, and will create a demand that no other variety can fill.

The number of *Cooper* you plant should be determined only by the amount of ground you can devote to strawberries.

To the extent that words will allow, we herewith describe the important features of this wonderful variety.

The Plant and Root System

Right there we have the whole secret of the wonderful productiveness and big size of the fruit produced. *Cooper* is an extra large, upright growing plant, with the most wonderful root system imaginable. *Cooper* plants have frequently been dug with roots 20 inches long. These enormous roots gather the moisture and give the plant the necessary strength to carry every berry to maturity. A drought resister supreme.

SEX AND SEASON

Cooper is a strong male or staminate variety and owing to its long season and fertile pollen is an exceptionally valuable variety to grow with midseason and late female or pistillate varieties.

Cooper can be classed as either a midseason or late variety as it begins ripening along with Gibson, Dr. Burrill and other midseason sorts, but owing to its wonderful productiveness, continues to bear over a longer season. This is due to the wonderful strength of the plant which has the power to carry every berry to maturity.

Why You Should Set The Cooper

1st. Because it's the most productive extra large strawberry known.

2nd. Because it's the sweetest and most deliciously flavored of all.

3rd. It will yield four to five times as many large berries to the acre as any other kind.

4th. It will hold up in size better than others, even to the very last pickings.

5th. It will sell quicker and in preference to other varieties on any market on account of its size, beautiful color and delicious flavor.

6th. The wonderful root system of the *Cooper* plants enables them to bring the enormous loads of fruit to maturity in dry seasons and under adverse conditions, where many varieties would almost prove a failure.

7th. The *Cooper*, grown under the hill system, will prove far superior to most other kinds, producing more and larger sized fruit than any other variety we ever saw.

8th. By planting the *Cooper* this spring, you will be keeping right up to the minute in the advancement of horticultural achievements.

9th. The first cost of the plants will be forgotten in the satisfaction, pleasure and profit you will receive in growing and marketing the largest and sweetest berries of any one in your section.

10th. We honestly believe that within a very short time, when the *Cooper* berries become better known, there will be a very strong, persistent demand for the fruit by both the wholesaler and retailer, as well as by the better class of consumers, who have waited long for a large, sweet berry with a delicious flavor; the *Cooper* will fill this demand, and a fancy price can always be obtained for them.

It will surely pay you big to be one of the first to place such a large, fancy berry on your home market. Set all the *Cooper* plants you can this spring, even if only a few hundred in the garden, that your own table may be supplied with the most luscious berries you ever saw or tasted.

I wish I had twice as many plants of *Cooper* to offer you this season, and we guarantee every one of them to be the genuine *Cooper*. We cannot afford to injure our reputation for honesty and fair dealing by shipping plants that are not true to name, or by misrepresenting them in any way.

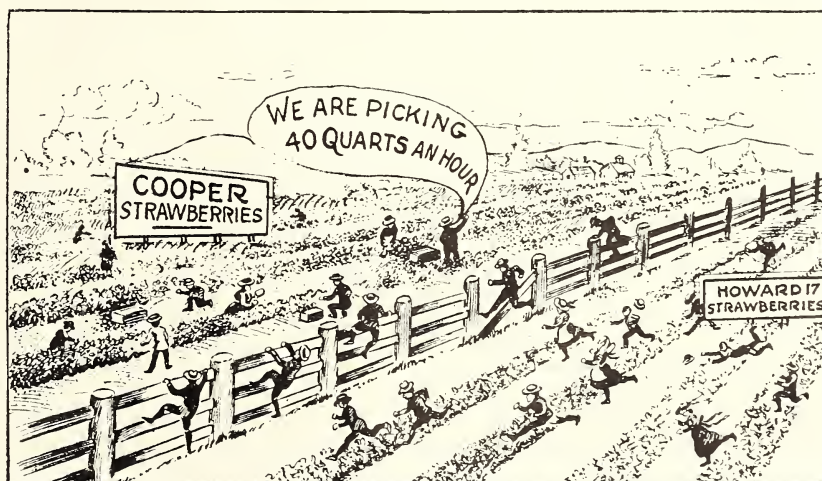
Cooper begins to ripen medium early, and extends over a long season, and the fruit ripens evenly without green tips or hollow centers. The plants are large and extra well rooted, a good, thrifty grower and always makes plenty of plants for a good fruiting row, or will do extra well if grown under the hill system. Mr. Cooper states that he has grown hills that were so large he could hardly get them into a bushel basket, and that such plants would contain 16 to 17 large fruiting stems, and berries that would measure five to six inches in circumference. Mr. Cooper also states that the plants show a wonderful vitality and root system, and that no ordinary drought would affect them; in fact he thinks so much of this berry that he has discarded all other varieties and grows the *Cooper* exclusively, selling all he can grow in his markets at a fancy price.

25 Plants \$1.00. 100 Plants \$3.00. 500 Plants \$12.00.

Cooper

*The Biggest
Berry Grown*





A New Strawberry

DELICIOUS. A new variety which we are growing this year for the first time. The introducer says of it: "The plants are vigorous and healthy and root very deeply. Foliage is especially resistant to leaf spot. It is immensely productive and the berries of the last picking are nearly as large as the first. Even in poor soil it will produce a large crop of good sized berries. They are a dark red throughout from surface to center, and exceedingly easy to pick and hull. Their flavor is delicious beyond description. We have the strongest assurance that Delicious is destined to become one of the world's most popular and widely grown varieties. They also say that it is more delicious in quality and more productive than any other mid-season variety. As stated above, we have not yet fruited this variety, but judging by the plant growth it is very promising.

25 Plants 75 Cents. 100 Plants \$2.50

Victory Raspberries



This is a photograph of My Plantation of Victory Raspberry Plants, taken Sept. 1st, one year's growth. I never saw such Growth in my life before.

A Wonderful new Red Raspberry. This will be to the Raspberry what the Howard No. 17 is to the Strawberry. A seedling of the Cuthbert, which it resembles, and as fine flavor. Extremely hardy; comes through alive when it goes down to 30 degrees below zero. It did in Athol, Mass., the winter of 1920. The plant is a vigorous grower.

There is twice as much money made in the Raspberry as in the strawberry, and always was.

There is more money growing them than there ever was in selling Booze before Prohibition time. Take my advice, Young Man, get every Plant that you have money to buy, and set them out and as soon as you have plants enough to set an Acre, do so. In two years marry, the very best girl that you can tie up to (if you are worthy of her) and just live on the constant inflow of money you will receive.

I have discovered the best Raspberry ever grown. It is a giant, as sweet as honey, and as delicate in flavor as a maiden's kiss. It is as big as the end of a man's thumb. It is not one of your coarse, tasteless things that grow on stunted vines amongst choking weeds. The berry is of fine texture, remarkably juicy, rich in color and keeping qualities and a wonderful yielder. If you live near a large town, no crop grown will return more dollars and cents.

You pay 50 cents for a single tree, and there is no increase of trees at the end of the year. You have only that one tree.

The Spring of 1919 I bought 100 Victory Raspberry Plants and in the Fall I dug up all of the Plants with the Sucker Plants and I set out 1,000 Plants in November, 1919. In the Fall of 1920 I dug up 10,000. All grown from 100 Plants in 18 months. That is going some. That is as good as a Gold Mine in One's Front Yard.

VICTORY is not an untried variety, as the originator has fruited it for twelve years. It has been tested with nearly every known variety of Red Raspberry and is far better than any of them, not only in production, hardiness, and vigor, but the fruit is larger and of much better quality than all others.

Color—Beautiful bright red, and they hold their color after picking.

Quality—By far the finest tasting Raspberry. If you do not say **Victory** is the best flavored Red Raspberry you ever ate, just tell us and we will refund your money.

Productiveness—The originator has a record of picking nineteen (19) pints of fancy berries from one bush of **Victory** during one fruiting season.

Victory is a seedling of the Cuthbert, and resembles that grand variety. **Victory** has produced regularly for several seasons nearly twice as much as Cuthbert, bush for bush, and acre for acre, grown in the same field, under the same conditions. Victory berries are much larger than Cuthberts, and of better quality and flavor.

Prices of Plants, Spring of 1924—\$1.25 per dozen; 6.00 per 100 — Via Parcel Post.
\$50.00 per 1,000, Via Express.

GOOD MORNING, NEIGHBOR:—

Next to the Bible, the bank book is the best reading — that is, if we live within our income. A great man once said: "I would rather read a young man's bank book than his credentials." On every page there should be something nicer than on the page before. Nothing like berry growing to make your Bank Account grow.



Honeysweet Blackcap Raspberry

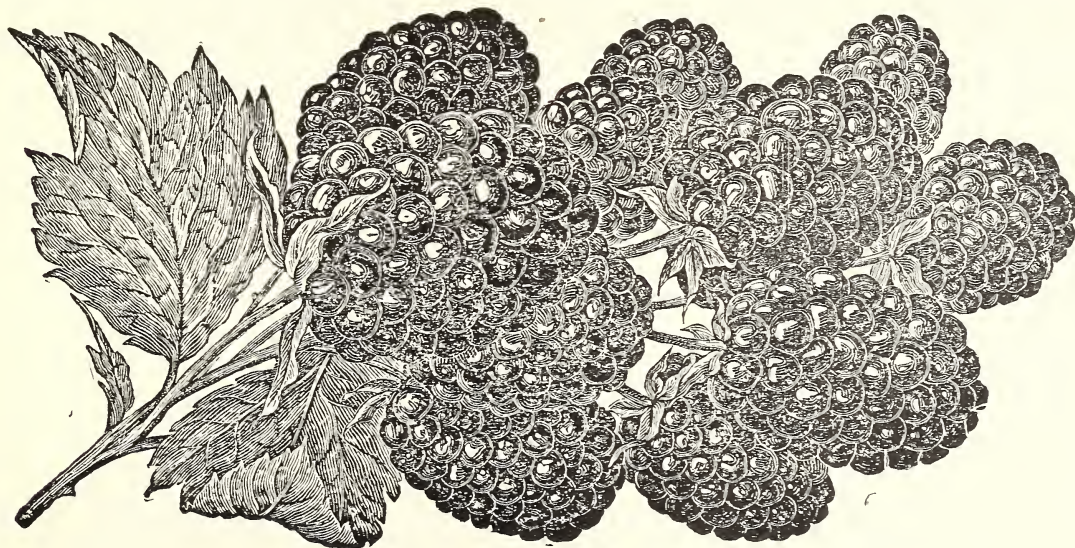
Even those who ordinarily do not care for BLACKCAPS will surely enjoy the fruit of Honey Sweet, which is remarkably rich, sweet and luscious. Not only are the berries of superb flavor, but they are firm enough for distant shipment. They are also of attractive appearance, being jet black, without bloom and of good size. Canes are of strong growth and of ironclad hardihood and yield heavily. Ripens early to midseason, maturing its entire crop quickly. We consider it by far the best of all the BLACKCAPS, especially for the home garden.

Selected Tip Plants, \$1.25 per Dozen,
\$9. per 100 (Parcel Post)

Cuthbert Red Raspberry

An old established variety; a very fine berry. The only fault it has is it winter kills two years out of every five, unless covered with soil in the Fall, and for that reason I do not recommend it only for family use.

Price 50 Cents Per Dozen. \$3.00 per 100, Postpaid.



MILLER BLACKBERRY

This variety is supposed to be a descendant of the hardy old Taylor, crossed by some of the larger fruited sorts — was grown by Mr. D. J. Miller. One of the finest large blackberries, hardy and very prolific; canes strong and robust, has produced fruit one inch in diameter and one and one-half inches long. Fruit dark color, sweet and juicy; no core.

\$1.50 Per Dozen, Parcel Post

Lucile

THE IDEAL EATING GRAPE

THE WONDERFUL NEW GRAPE OF THE NORTH

Everyone has room somewhere, some place around their homes for a few Grape Vines — over the fence, along the wall or on the trellis—it makes no difference where. Taking hardiness and quality into consideration, we offer the LUCILE — without doubt the finest of all eating Grapes. A strong robust grower and ripens its wood to the tip under a load of fruit, of which the Niagara would only ripen one-half. Quality: Sweet and delicious; color: Dark, rich red. Its crowning glory is its size and compactness of its clusters which resemble those of Diamond, but are larger. An indispensable Grape in the extreme North, where only early and extra hardy varieties can succeed.

The State Agricultural Experiment Station at Geneva, N. Y., says:

"Lucile is of interest and value because of its truly remarkable vine characteristics. In vigor, health and hardiness and productiveness it is not surpassed by any of the cultivated native grapes. With all of its great work LUCILE ripens its wood almost perfectly. It is very productive as much so as any other of our native grapes, often bearing four bunches to the shoot, its crop exceeding that of Concord. It has never been known to winterkill in the grape region of New York. Its fruit and foliage are nearly immune to the fungal diseases of the grape. *Be sure and order at least one vine.*

Two-Year-Old Vines 50 Cents Each, 6 for \$2.50, Postpaid.

Cannas

Extra Choice Sorts — Buttercup, Venus, King Humbert, Tarrytowns, Yellow Humbert; Dwarf Sorts about 36 inches high. Dormant Roots,

15 Cents Each. \$1.50 Per Dozen.

THESE PEOPLE DID NOT



These People Bought Their Plants of Strawberry Pratt. NOW Turn This Upside Down.

Fourteen and Only One Fare

Archibald Jacobs died last Spring, leaving a wife and thirteen children, all BOYS. The widow went to the station and bought one ticket for the Middle West. The ages of the boys were from 4½ months to 6 years. There were two sets of twins, three sets of triplets. Archibald told his wife if she married again he would dig himself out of the grave and haunt her. She buried him face down. *Let him dig.*

It is worth a thousand dollars a year to have the habit of looking on the bright side of things.

Herbaceous Peonies



It is surprising that these elegant plants are not now more generally grown than they are, as there is no plant that produces the effect on a lawn that these do. They are absolutely hardy everywhere, have no insect enemies, and always live and grow in beauty from year to year. They bloom in June and July. The flowers are well adapted for cutting.

Festiva Maxima

In some respects this is yet a peerless flower — queen of the whites. Though introduced 66 years ago it is almost impossible to supply the demand. Some one remarked at the great Boston show that if this flower was of recent introduction it would be readily sold at \$5 per root. It stood well to the front with all the new and beautiful candidates for popular favor. It is an immense white flower with drops of carmine sprinkled in the center. Early bloomer and a good keeper, with four eyes.

Price for Good Strong Roots, 50 Cents.

L'Esperence

Pink. One of the most profitable and satisfactory for cut flowers, on account of its earliness and rare beauty, as well as sure blooming propensities.

Price 25 Cents Per Root.

Rockhill, that Wonderful \$50,000 Strawberry

Is one of the bitterest pills strawberry growers ever had to swallow. I only bought 100 plants last Spring; \$25 was all I cared to invest in it. After my experiences with the St. Martin, a berry that I sunk hundreds of dollars on in 1920 and 1921.

Gladioli in Mixture

To secure the greatest variety and beauty from Gladioli, it is absolutely necessary to grow them in mixture also. Anyone who has ever had the pleasure of visiting a first-class collection grown in mixture will appreciate this statement. If originators find their highest enjoyment, as they do, in growing vast numbers of kinds together, will not the average grower for pleasure derive an equal benefit from growing them in the same way? If I were permitted to grow only a limited number of kinds, each under name and number, or many varieties in a mixture, I would certainly decide in favor of the latter method; for in this way only is it possible to secure and enjoy the almost limitless variety and beauty to be found among the Gladiolus. I suppose I have as fine a collection as can be found in the United States. There are over 700 varieties; some of these bulbs cost \$5.00 each. I may not have the largest collection, but I have the CREAM.

This mixture has such varieties as Mrs. Frank Pendleton, Mrs. Norton, Magic, Rose Glory, Orange Glory, Anthony B. Kunderd, E. J. Shaylor, Sulphur Glow, Pride of Lancaster, Fairest White, Willis E. Fryer, Crimson Glow, Dawn, Giant White, Peace, War, Schwaben, Niagara, Loveliness. And One Hundred and One others, and last year I added to my collection Mr. A. B. Kunderd's Glory Mixture, and his Orchard Mixture. Now I think that my Mixture cannot be excelled by any grower in the country.

Price For Bulbs, \$1.25 Per Dozen, Post Paid.

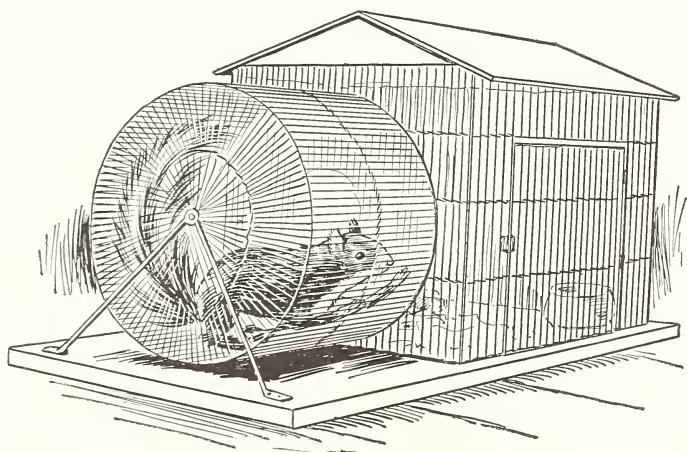
How to Prepare Sod Land for Small Fruits

Last Fall I did something I never did or saw done. I had an acre of sod land that I wished to set to Victory Raspberry. I took my Fordson Tractor with Clark Cutaway Harrow and in one-half day's time I had that sod all cut to pieces, and then I ploughed it and harrowed it several times. When I got through it was in fine condition. One could set it out to Strawberries O. K.

"Give me the man who can hold on when others let go; who pushes ahead when others turn back; who stiffens up when others weaken; who advances when others retreat; who knows no such word as 'can't' or 'give up;' and I will show you a man who will win in the end, no matter what opposes him, no matter what obstacles confront him." That is what Strawberry Pratt has done.



**Extra Large Tubers (Fancy)
Two Years Old
15c Each, 3 for 30c**



HE ISN'T GETTING ANYWHERE. ARE YOU?

Is your job like the squirrel's—one continuous round of routine work, day after day, with success always just beyond your reach? Are you content to have it that way, or are you looking for a way out? There is a way out—a simple way that will help you to "get there," no matter what your present circumstances may be. If you want to get on—succeed—earn more money. Take my advice and go into the small Fruit Business.

What They Know of Me in Reading:

Reading, Mass., Nov. 9, 1923.

We, Citizens of Reading, Mass., were well acquainted with C. S. Pratt when he did business and lived for many years in our town. We believe him to be a reliable man to buy Plants of and that he would not knowingly let plants go out from his place that were not True to name: Clarence White, Bank Cashier; W. E. Trombley, Editor Reading Chronicle; J. Raymond Johnson, Joseph D. Knight, Frederick L. Springford, Selectmen; Willard F. Charles, Town Clerk.

What They Think of Me in Athol:

Charles S. Pratt came to Athol from Reading, Mass., about seven years ago and succeeded "from the ground up" in the plant and berry business. He very soon made himself known as a live-wire, as a good fellow, and as a business man of unimpeachable integrity. The Athol Transcript Company, in common with other business concerns in town, regards him as a desirable patron and a decided asset to the community. We are glad to see the success attending his efforts in our town.—Wells L. Hill, Editor, Athol Transcript.

TEN YOUNG MEN

I shall have a lot of work this Spring and I will want some good young men. They must be very quick in their movements; men that grocery men employ that can hustle. The work is easy and I don't care for great strong men. I will pay 50 cents per hour and pay every Saturday night. Now read this over and if you are what I want just speed up and get the job. But understand that I only want men that can fill the bill. No lazy man need apply.

Why is it that three fruit men can operate adjoining lands, one losing money, another barely holding his own, and the third making money. They have the same sunshine, the same rain, the same kind of soil. The only difference is in the men, and principally, from the ears up.

The man who thinks it is his business to defeat his competitors is wrong. His competitors are not his enemies. They happen to be workers in the same field. The most efficient competitor offers the greatest inspiration to the business man who is keen enough to see that his job is to serve the public. The wise man looks upon his competitors as co-operators.

No one plant grower can get all the trade, and I for one do not want it. I shall never hit a man on the head and say he must give his money to me and no one else. I shall never build my business by pulling down some one else. The United States is a big country.

I don't give a Hoo-rah how many men go into the plant business, they will not remain in it long—Two years is about the average. I am the only one that was in it 50 years ago, and one of four that was selling plants 30 years ago. Today, I am one of 35. Two of them think that they will step into my shoes—but they are not built right. They remind me of the Bull that thought he could get onto the Railroad and butt up against the Locomotive under full steam. They have courage enough, but Poor Judgment.

I am told that one of them has \$10,000 that he can put into the business; the other has a man with \$50,000 back of him. Funny—not too Funny—But just Funny enough to make me Laugh. Old Strawberry Pratt has what Money cannot buy—50 years of Square Dealing with Fruit Growers of the country. One might as well argue with the Multiplication Table as to argue with a man of that calibre.

He who steals my purse, steals trash; 'tis mine, 'tis his, and has been slain to thousands. BUT HE WHO ROBS ME OF MY GOOD NAME DOES NOT ENRICH HIMSELF, BUT LEAVES ME POOR, INDEED.

Making money is not Success. Many a man has made money and is making it today, whose life is a Failure. They have money and they have what money will buy, but they are a Failure in the eyes of the world.

I hold that no man deserves to be crowned with honor whose life is a failure. He who only lives to eat and drink and accumulate money is a failure. The world is no better for his living in it. He never wiped a tear from a sad face; never kindled a fire on a frozen hearth. I repeat *with emphasis* that he is a failure. There is no flesh in his heart. He worships no God but silver and gold.

One thing I don't want is a man who never makes mistakes. If he doesn't make mistakes he never does anything. All good men make a certain number of mistakes, and, if they are the right sort they build on them. I owe my present success to past mistakes.

I have had my ups and downs. I have been through the mill. Some years I have lost money and other years have just coined it. In 1920 I cleared, over and above all expenses, \$5100 off of two acres of Howard 17; that was for the sale of plants and fruit. I got 18,000 quarts and wholesaled them at 27 cents. 1924 will be the best year of my whole life. I'll be 77 years old in October.

I am not in business solely for the Almighty Dollar. I am working for the Widow and Orphan — My Wife is the Widow, and I am the Orphan.

TO THE NEW CUSTOMER

Or at least I hope you will prove to be a customer. Maybe not, but I will keep hoping anyway. Of course I do not expect to get an order from everyone I send a catalogue to, but I am one of those optimistic, hopeful sort of fellows, who always look at the brightest side first. (Sunnyside).

So we will take it for granted that you will become one of my customers, for a trial trip, anyway.

And now that you are accepted as "one of the family" I want you to "just reach and help yourself," as we say when we have company at dinner. Look all through the catalogue—study it carefully, pictures and all—and then give your order for what you want. I am a White Man, and I use everyone that trades with me WHITE.

Good Luck to YOU, my Friend,
And may Success attend the Whole Year through,
What 'ere you plan to do, or enterprise pursue,

GOOD LUCK TO YOU.

Yours for Success,

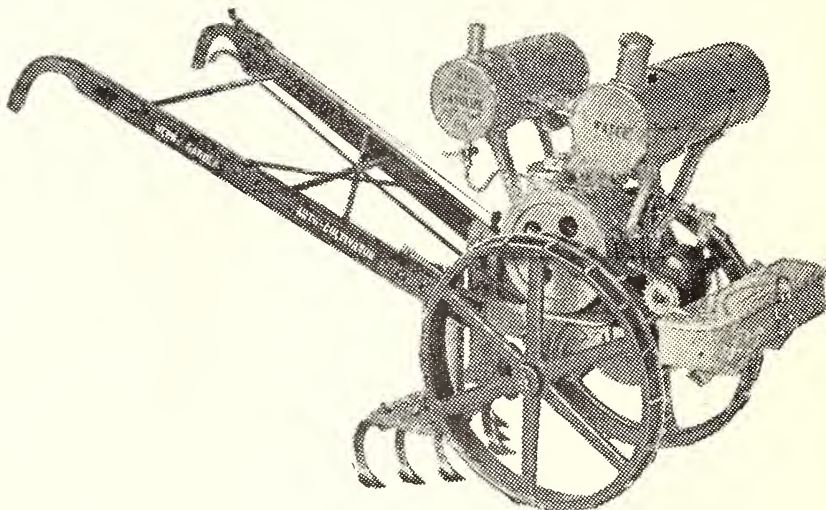
STRAWBERRY PRATT.

LYONS STEEL TRAILER*Manufactured by F. P. Lyons, Manchester, N. H.*

In 1920 I bought one of these Trailers; paid \$160; used it only one season. I have two Ford Trucks—one 1-2 ton and a one-ton, so have no use for the Trailer. I have paid taxes on it long enough—now I want to sell it.

**THE MERRY
GARDEN AUTO
CULTIVATOR**

Manufactured by
The Atlantic Machine & Mfg. Co., of
Cleveland, Ohio.

Two-Horse Power

Here is another thing I am paying taxes on—it has never been used 50 hours since I bought it. It is too much for me, and it was too much for a lazy man. Anyone has got to hustle to keep up with it. My men would put it on the bum every time I made them use it. My rows are most of them too short. They ought to be long ones. It will turn at the ends of the rows four times as quick as a horse.

Many people have trouble in finding me. I am five miles north of Athol and five miles south of Richmond, N. H., on the Athol and Keene Turnpike. In coming from Athol Center be sure and come on Silver Lake street, and keep on it until you come to Thanksgiving Avenue. **YOU WILL KNOW IT** when you see it.

When you come to a place where you see Old Glory, that is Sunnyside. I have 15 American Flags floating over my place all the time, night and day, and when these are worn out new ones will take their places.

20,000 TWO-INCH PAPER POTS

Made from the best building paper; they are what I have been using to grow strawberry Plants in. I am not going to grow Pot-Grown Plants any more. I am troubled to get help at this time. These pots would do to grow early vegetables in.

100 Pots 25 Cents, 1,000 Pots \$2.00, Sent Via Parcel Post.

I have a Die, nearly new; it cost me \$14, which I will sell for 10; a four-pound mallet, cost \$4.00; will sell it for \$2.00.



The Old Gent and have a chat about old times when it took Robert E. Lee, with 4,000 Virginia State Militia a week to capture John Brown with five others at Harper's Ferry. The South said that they could lick the North with pop guns. After the war the South said they would not fight that way.

Order No.

Date Rec'd

Amount

C. S. PRATT, Athol, Mass.

Date.....1924

State

Price

Please write names of your friends who grow fruit and would be interested in our catalogue :

A Live Town is Athol

A Good Town to Live in or Do Business In. Delightfully and healthfully located among hills, woods and valleys. Population about 11,000. Admirably equipped public schools. Railroad connections in all directions and by trolley cars East and West—80 miles from Boston, 40 from Springfield, 40 from Worcester. A large manufacturing center, employing over 4,000 people. Best fire department of any town of its size in the state. Superb drinking water piped from reservoirs up in the fresh and breezy Highlands. A Carnegie Library of 18,000 volumes. Active and Efficient Board of Trade. Banking facilities meet every need. Two National Banks with resources of over \$3,500,000. Savings Bank deposits \$7,000,000. Co-operative Bank with assets of \$700,000, and shares over 8000. Postoffice housed in a \$100,000 edifice and adequately equipped. Largest and best equipped stores in Western Massachusetts, bringing trade from 20 miles around. Police, Electric Lighting, Sanitary and Sewer Systems excellent in every way. Churches, representing almost every denomination, and admirably housed; works of charity unceasing. Splendid Young Men's Christian Association building, and an efficient corps of workers. Three energetic Weekly Newspapers and Health Monthly. Best Moving Picture Theatres in the section. New \$300,000 stone and Brick Town Memorial Building now in process of erection. A new \$60,000 stone and concrete bridge recently completed. Social and fraternal clubs and societies make for a delightful air of hospitality and good cheer. Ample room for new homes. Three first-class hotels and other smaller ones. Electric street and building lighting highly developed and efficient. Brick and macadamized streets, roads and sidewalks. Most perfectly equipped Fair Grounds and pleasure resorts in the section. Attract 15,000 to the Annual Fair. Town valuation over \$8,000,000 and tax rate averaging low. Telephone exchange has 800 lines and reaches every section, with over 2,000 subscribers. Prompt and efficient freight and express connections. \$3,000,000 subscribed to aid the Government in the Great War crisis.

THIS IS ATHOL — A Town For Homes, For Business, For Health, For Happiness.

I Will Help You Get Ahead

I have helped thousands of other men to attain success, and I will do it for you. If you are plodding along in a dull rut, if you are underpaid, if you are gnashing your teeth with an unfilled ambition to **GET AHEAD**, to **DO THINGS**, to **BE SOMEBODY**, I can surely and absolutely show you the way out, as thousands of others will gladly testify I have done for them. Will you put your case in my hands? Will you let me help you? I can positively help you to bigger, better things—to be the successful man you want to be. It costs you nothing to read and learn for yourself. Do it — for your own sake.

Do you know that you don't know enough to know that you don't know all you ought to know about what I am to tell you in this CATALOGUE?

You have business hopes — You are anxious to make lots of money the same as I. This Catalogue tells you what I did, and what you can do. If you go about it in earnest you can do as well.

Success comes from having a good proposition — the grasping of Opportunity when she knocks at the Door; then work, energy and sticking everlastingly at it. Andrew Carnegie started selling books. He became a multimillionaire. It wasn't luck. **IT WAS PUSH — HUSTLE — INITIATIVE.** Practically all rich men were once poor—decidedly poor. But they were great on following Fortune when she smiled and beckoned. They said: "Lead on; we'll follow." They had brave hearts and lots of nerve. Work on this line. Success must come, or at least you can make it come. But, to do this, you must push and pull with vim and grit, not stand back and say there is no chance. I remember reading once something like the following: "A crowded street car goes by. You try to get on, and the crowd says there is no room. But you grab hold with one hand and get one foot on, and on you go. After a little the crowd gives way and you get both feet on the step. Soon you are on the platform. One after another drops off, and then you can get standing room inside... At the next stop you get a seat." This is **SUCCESS** and the **WAY IT IS WON.**

It's What You Get For Your Money That Counts

Isn't it the most practical and reasonable thing in the world that every one should place their orders where they get the greatest value for their money invested?

Remember my plants are delivered right at your door at the prices named above, in lots up to 500.



This fellow is not going to get left behind the Lighthouse this Spring as he did a year ago. He could not get a thousand Howard 17 Plants of any reliable plant dealer in New England after May 15th. Plants are scarce this spring as it has been years since we had such a drought as we had last summer. We were very fortunate in having water so we could irrigate our beds. We put on 6,000 gallons per hour for a number of weeks, which helped us out so we have the largest stock of Plants we have had for years, and they are fine stocky plants. We shall sell every plant. We have done that little thing every year since 1921. **Order Your Plants Early.**



This is What You Get When You Trade With Strawberry—
A HAT FULL